Description: Market Analysis

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<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tr>
<td>FIN</td>
<td>2104</td>
<td>10127</td>
<td>1, 2002</td>
<td>EXT</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic Group: FOBUS
Academic Org: FOB009
HECS Band: 2
ASCED Code: 091901

STAFFING
Examiner: William Roome
Moderator: Boyd Scheuber

PRE-REQUISITES
Pre-requisite: ECO 1000 and STA 2300

RATIONALE
In assessing sales volumes students require an understanding of the factors influencing the pricing, marketing and demand for a product.

SYNOPSIS
In this course students will be exposed to strategic techniques in an organisation's competitive costing, pricing, planning, marketing and control sufficient to support the executive accounting and financial decision making networks.

OBJECTIVES
Upon completion of this course students should be able to:

- identify and discuss the scope of economic factors relevant to the operation of the firm;
- understand and apply the methods required to assess the demand and supply of goods and services;
- describe the introductory operations research techniques used in corporate decision making;
- formulate business policies embracing product pricing, marketing and control.
TOPICS

Description Weighting (%)  
1. Introduction to Managerial Economics 10.00  
2. Demand Analysis and Estimation 20.00  
3. Production and Cost Analysis 30.00  
4. Market Structure and Pricing Decisions 30.00  
5. Advertising and Competitive Strategy 5.00  
6. Government and the Market Economy 5.00  

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
<td>20</td>
</tr>
<tr>
<td>Directed Study</td>
<td>52</td>
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<tr>
<td>Private Study</td>
<td>93</td>
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ASSESSMENT DETAILS

<table>
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<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>ASSIGNMENT 1</td>
<td>15.00</td>
<td>15.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
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<tr>
<td>ASSIGNMENT 2</td>
<td>15.00</td>
<td>15.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
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<tr>
<td>EXAM PART A (MULTI-CHOICE)</td>
<td>30.00</td>
<td>21.00</td>
<td>Y</td>
<td>END S1 (see note 3)</td>
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<tr>
<td>EXAM PARTS B &amp; C (PRAC/THEORY)</td>
<td>70.00</td>
<td>49.00</td>
<td>Y</td>
<td>END S1</td>
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NOTES:
3. Students will be advised of the official examination date for Exam (Parts A, B and C) after the timetable has been finalised. The total working time for Exam (Parts A, B and C) is 3 hours.

OTHER REQUIREMENTS

1. To be assured of a passing grade in this course, students must attempt all of the assessments, achieve at least 50% in the examination and at least 50% of the available marks for the course. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details and by considering the student's level of achievement of the objectives of the course.

2. Students must retain a copy of all pieces of assessment which must be produced if/when required by the lecturer.

3. LATE ASSIGNMENTS (i) All assessments submitted after the due date (and not approved for extension) in accordance with university policy will be penalised 20% per working day. (ii) If students submit assignments after the due date and wish to claim extenuating circumstances then they shall provide validated documentary evidence with the assignment, explaining the circumstances. (iii) The course examiner shall consider the statement accompanying a late assignment and decide on the outcome.

4. Assignments not submitted in the appropriate assignment folders will be deemed as not being received.

5. DISHONEST ACTIONS (i) Any student who is alleged to having performed a dishonest action relating to any assessment in the course will have a course of action taken against him/her as outlined in the Academic Regulations. (ii) Pieces of assessment should be the work of individual students. Joint pieces of assessment
are not permitted unless written approval has been obtained from the course leader.

(iii) Dishonest action in relation to assessment includes: - copying or attempting
to copy the work of others; - use of or attempting to use information prohibited
from use in that form of assessment; - submitting the work of another as your own;
- consciously committing acts of plagiarism, ie taking and using another's thoughts
or writings as one's own with intent to deceive, which occurs when paragraphs,
sentences, a single sentence or significant parts of a sentence which are copied
directly, are not enclosed in quotation marks and appropriately footnoted or
referenced in the text; direct quotations are not used, but text is paraphrased or
summarised, and the source of the material is not acknowledged by footnoting or
other reference in the text.

6 DEFERRED EXAMINATIONS

(i) Deferred examinations will be granted at the
Dean's discretion based on non-attendance for medical, compassionate or
employment-related reasons having regard to item 1. If a deferred examination is
granted students shall sit the deferred examination in the next semester examination
period. If, for whatever reason, this deferred examination is not taken then the
student will be graded 'F'. (ii) To be eligible for consideration for a deferred
examination, students must have submitted a genuine attempt at all mandatory
assessment items. (iii) Deferral of an examination CANNOT be granted on an
existing deferral in that course. (iv) Requests must be in writing to the Faculty
Operations Manager clearly stating student name, student number, current address,
course alpha-numeric identifier and name for the examination not attended. (v)
Requests MUST BE supported by original or suitably authenticated documentation.
(vi) Requests and documentation must be submitted to the Faculty Operations
Manager within ten (10) calendar days of the missed examination date. (vii)
Requests based on medical reasons must be supported by medical evidence on the
appropriate University of Southern Queensland medical certificate or doctor's
certificate. A medical certificate must be dated with the same date as the period of
illness for which the absence from examination is being sought and clearly indicate
the student's name and, if possible, student number (retrospective medical
certificates will not be accepted for either assignment work or examinations). Only
original or authenticated medical certificates will be accepted. A student's medical
condition must be stated clearly (IN ENGLISH). (Certificates stating a student has
a 'medical condition' may not be sufficient grounds for deferment of examination).
Medical evidence must cover the student for the day(s) of the missed examination(s).
(viii) Requests based on family/personal reasons must be supported by a clear
statement (IN ENGLISH) from a medical practitioner, counsellor or independent
member of the community. (ix) Requests based on employment-related reasons
must be supported by a clear statement (IN ENGLISH) from the student's employer.
(x) Students who have a medical condition or genuine compassionate or
employment-related problems on the day of the examination are advised to obtain
the relevant documentary evidence and NOT attempt the examination. If a student
makes an attempt at the examination, the assessment item will be marked and a
grade awarded. In these cases, a student cannot, after receiving a 'fail' grade, request
a deferred examination or special consideration. (xi) Students who have been
granted deferred examinations will not be granted a waiver of prerequisites, without
the permission of the Heads of Department, in subsequent semesters (if they do
not have a passing grade).

7 Course weightings of topics should not be interpreted as applying to the number
of marks allocated to questions testing those topics in an examination paper. The
examination may test material already tested in assignments.

8 Mechanised erasers, mobile telephones and other electronic media are not permitted
in exam venues.

9 The examination will be restricted. Students will be allowed to bring a quiet,
battery-operated non-programmable calculator into the examination. Dictionaries
are NOT to be used in the examination.